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U. S. Department of Agriculture.



Carnations

fine New England Stock
GROWN BY

The **SIM CARNATION CO. INC.**
SAUGUS, MASSACHUSETTS

ARCHIBALD MILLER

JAMES MILLER

Foreword . . .

FIFTY years ago the Perpetual Flowering Carnation was almost unknown.

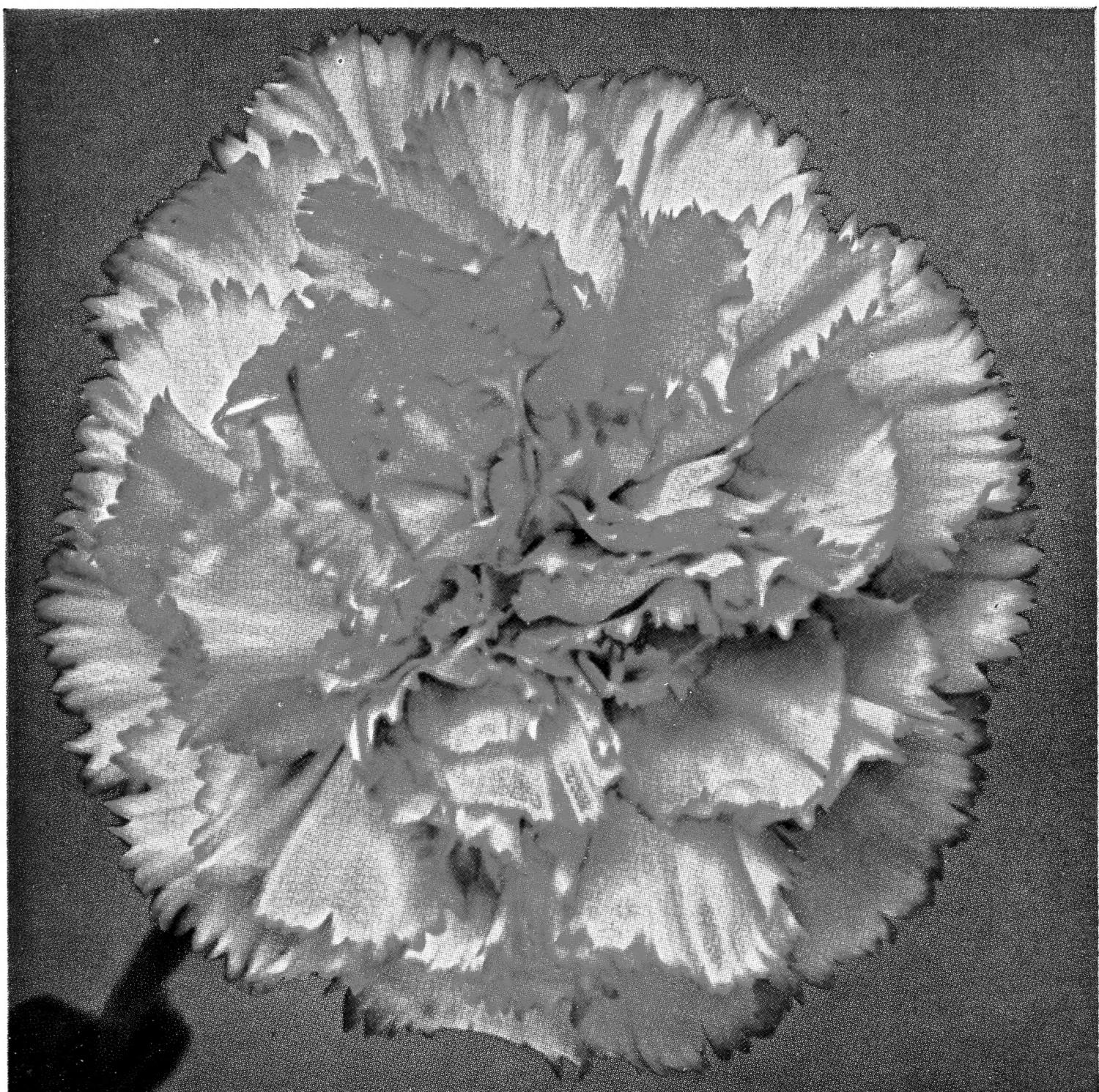
Today it is probably the most popular and widely grown of all commercial cut flowers. Its size, its keeping quality, its productiveness, its vigor and its range of color have all been so improved that there is no purpose for which cut flowers can be used for which the carnation is not appropriate and pleasing.

These improvements have been made possible by a small group of hybridizers, or plant breeders, who, by infinite patience and skill, and at great expense, have bred and disseminated new varieties.

The introduction of new varieties is not only essential to the improvement of the carnation, but is necessary to insure its very existence. Because the carnation does not flower true to variety from seed, propagation must be by cuttings. It is only natural that when this method of propagation is continued year after year the plants deteriorate and must be replaced by new varieties. A plant lacking in constitution or vigor is incapable of producing a flower of high quality. Blooms become small, off-color and lacking in keeping quality, while plants become weak and diseased. If no new varieties were to be introduced in the next ten years, the carnation industry would vanish, or at least melt into commercial insignificance.

It is, therefore, very essential that on your own range you periodically plant new varieties. Progressive firms set aside a certain sum to be spent each year on new varieties. Not every variety is successful, but the procedure is necessary and wise. This is very important if a firm is to hold its own in the cut flower market today. A new carnation does not necessarily have to be the largest bloom or the heaviest producer ever grown. If it is a variety with flowers of good size and quality, if it is reasonably productive, and, above all, if the plants are of good constitution, the breeder is justified in introducing it and the grower is wise to give it a trial. A very small percentage of new varieties are sensational improvements over varieties of the past, nevertheless the larger percentage of less sensational, but good quality, new varieties are absolutely essential to the carnation industry. Old varieties MUST be replaced by new ones if your own business is to succeed and the carnation is to continue in popularity.

For years our firm has been one of the largest breeders of carnations in America. One entire house is usually devoted to breeding and the development of new varieties. In addition, we make it a point to study and purchase every new variety of merit introduced in this country. In this catalogue we list thirty-five varieties grown in this country today. We grow over a hundred varieties, many of them introduced in the last two years, but the ones contained in this booklet are the only ones we care to recommend. At no other period in the history of the industry has it been more important that growers look to the quality of the carnations they produce. From the accompanying list it is possible to select the leading varieties in every color class:



PHAROAH

This unusual novelty seedling is in a class by itself. The only carnation we know of having a similar coloring is our own Sagamore. PHAROAH, however, is about four times the size of Sagamore. The petals are a bright orange, and the tips of each petal are fringed with red. There are no pencilings. The bloom measures from $3\frac{1}{2}$ to $4\frac{1}{2}$ inches across and is full and well formed. The petals are fringed. Although this is an extraordinarily large flower, the percentage of splits is a fraction of one percent. The plants are very large and bushy, the foliage is broad, the stems are long and hold the large flowers erect, production is above average and the flowers are fine keepers. This is an extremely popular carnation with retailers, and will almost always bring premium prices.

\$15.00 per 100 \$125.00 per 1000



OLIVETTE

A pure white seedling of which we are justly proud. It is one of the loveliest formed carnations we have ever seen. The bloom measures about three inches across, is perfectly symmetrical and compact and has a high, full center. It is shaped like a ball that has been cut in two. The petals are serrated, and never at any time show the slightest trace of discoloration. The fragrance of the flowers is exquisite. One unusual feature of this variety is that the long, broad calyx has six prongs instead of the usual five, and although the bloom is very full, the calyx is almost never known to split. Production is high and uniform. The stem is of good length and is strong. The flowers are remarkable keepers and shippers. The first flowers in the Fall from this variety are the finest of any variety of any color with which we are familiar. The invariable response of those who see OLIVETTE for the first time is: "It is beautiful, simply beautiful".

\$15.00 per 100 \$125.00 per 1000

WHITE VARIETIES

PURITAN. Last year we claimed that this variety was the season's most sensational white offering. Its performance since that time has certainly justified our claim. Its praises are being sung by growers everywhere. While not an exhibition bloom, it is of fine quality and good size. The blooms are delightfully fragrant. It is one of the most productive varieties grown today. It has a long stem, a firm calyx and its keeping qualities are all that could be desired. The color is pure white at all times. The plants are large and vigorous and are disease-resistant. They branch very freely and produce an abundance of cuttings.

\$6.00 per 100 \$50.00 per 1000

PATRICIAN. This variety needs no description. Many white varieties have come and gone since Patrician was introduced, yet this fine variety is still one of the leading whites. The blooms are of show quality, yet are produced in abundance. The plants are large and bushy, and the stems are stiff and straight. The variety ships and keeps well and is decidedly a profitable carnation to grow.

\$5.00 per 100 \$40.00 per 1000

PURITY. This is one of the finest of the English carnations, and one which seems to improve the longer we grow it. The blooms are pure white, are above medium size, are carried on very long stems and have firm calyces. The flowers are full, and are beautifully formed with fringed petals. The plants are large and grow rapidly. Production is high and keeping qualities are excellent.

\$8.00 per 100 \$70.00 per 1000

ANTARCTIC. A very large, pure white bloom with high, full center and beautifully fringed petals. It is a remarkable producer of high quality flowers which keep and ship to perfection and are very fragrant. This variety has won many medals and awards, and brings us premium prices over much of the season. At the Spring flower show in Boston last year, Antarctic twice won first prize over all other white varieties. The stems are long and strong, and the calyx very seldom splits.

\$8.00 per 100 \$70.00 per 1000

WHITE MY LOVE. This is a pure white sport of My Love, and has all of the characteristics of the parent plant. It is noted particularly for its remarkable keeping qualities, its splendid production and its ability to open up wonderfully in water. If My Love has done well with you, you should certainly try White My Love.

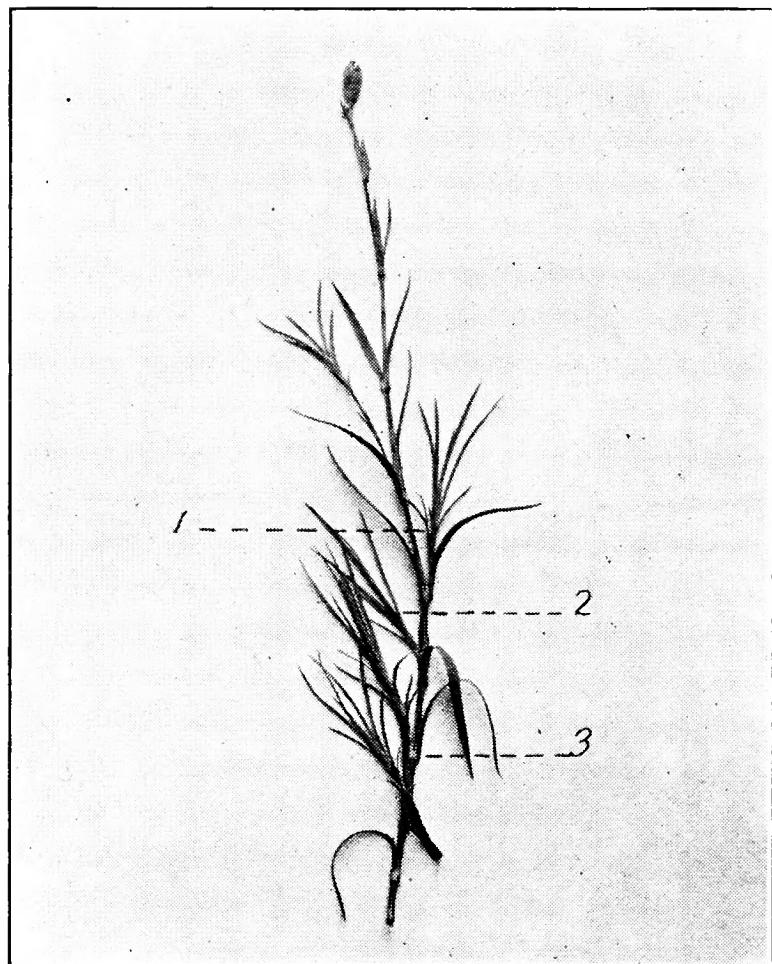
\$6.00 per 100 \$50.00 per 1000

IVORY. This remarkable old variety has its place in the greenhouse when grown properly. It is one of the heaviest producing varieties grown, is very disease-resistant and is seldom bothered by insect pests. It is one of the easiest varieties to grow, and its deeply fringed blooms are excellent for floral work. Our Ivory of the past few years has been so fine that we have increased rather than decreased our planting of it in spite of the fact that we have many other fine white varieties.

\$4.00 per 100 \$30.00 per 1000

JOAN MARIE. (Patented by Florex Gardens) A fine commercial white, leading all other varieties in some sections of the country. It is a good producer of high quality blooms. It has fine stems and large, bushy plants. Patent agreements must be signed.

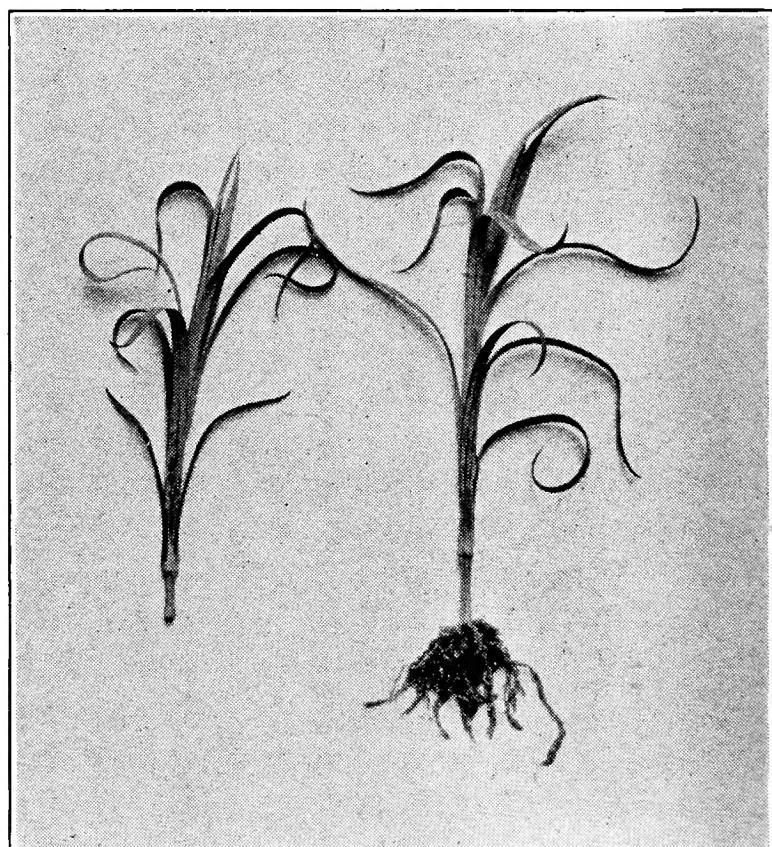
\$7.50 per 100 \$65.00 per 1000



The photograph at the left illustrates the class of cuttings which we take for propagation. No top, leggy cuttings are taken, for they produce weak, spindly plants with flowers of poor quality. No hard, basal cuttings are taken, for they are slow to root, produce poor plants and are subject to disease. The cuttings which are numbered are those which are propagated.

All of our propagating work, from the selection of the cutting to its removal from the sand, is done by a small group of our most experienced and skilled workers. Every cutting is taken from the plant itself, and no cuttings are taken in the flower room. Every operation is checked and rechecked for your protection.

As a result of long experience, we believe that cuttings do best when the leaves are not trimmed severely. The photo at the right shows our cuttings before being placed in the sand and upon being removed from the sand. Plenty of space is allowed in the propagating bench to permit the free circulation of air and to prevent the possibility of disease.



LIGHT PINK VARIETIES

MAYTIME. We do not hesitate for an instant in declaring this to be the finest and most profitable of all light pink varieties. Our experience, and that of others, justifies this assertion. We have received testimonials from growers, wholesalers, retailers and the general public regarding the virtues of MAYTIME. Last year MAYTIME averaged 41.7 blooms and 12 heel cuttings per square foot of bench. The percentage of split blooms was 5%, with practically all of these coming in a three week period early in the Fall. During the balance of the season, we cut nearly 100% perfect blooms. The color is a delicate shell pink. The bloom is beautifully formed, is symmetrical and measures about 3½ inches across. The stem is unusually long and stiff. The plants are large and upright, allowing of close planting. They grow very rapidly. The flowers keep and ship perfectly. MAYTIME will maintain its size, color, keeping quality and production better than any other variety in this color class during hot, Spring weather. (*Cultural suggestions sent with each order.*)

\$12.00 per 100 \$100.00 per 1000

VIRGINIA. A lovely carnation of Enchantress pink which has met with favor everywhere. Blooms are of medium size, petals are fringed, stems are of good length and are very stiff, and the calyx never splits. The variety is not a cropper, but produces consistently throughout the season. It is unsurpassed for keeping quality. Every grower should try VIRGINIA.

\$6.00 per 100 \$50.00 per 1000

PETER FISHER. This variety surpasses all others in the rose pink class, and is well liked by everyone who has grown it. The stems are long, calyces are firm, production is very high, and the plants are vigorous and disease-resistant. The flowers are of medium size and are excellent keepers. The lively rose pink shade is very popular with retailers. Is at its very best during the Spring holiday season. Petals are deeply fringed and blooms are formed similar to those of Ivory.

\$6.00 per 100 \$50.00 per 1000

ELEANOR. This is the best of the light salmon pink varieties. The blooms are symmetrical, have high, full centers and petals that are slightly fringed. Production is good. Calyces are firm. The plants are very bushy and heavy, and stems are long and stiff.

\$6.00 per 100 \$50.00 per 1000

GIANT LADDIE. A salmon sport of Laddie with larger flowers, deeper color and more vigorous habits than the parent plant. It is a good producer of show quality flowers. A fine variety for private estates or growers with a select market.

\$15.00 per 100 \$125.00 per 1000

CRIMSON VARIETIES

WOBURN. This is still the leading crimson variety. Practically every flower is of top quality. The blooms are large and full with very slightly fringed petals. The calyx never splits, the stem is long and strong. This variety will bring premium prices at all times on the large markets.

\$6.00 per 100 \$50.00 per 1000

JOHNSON'S CRIMSON. The color is the same as that of Woburn. The variety is earlier and freer than Woburn, but blooms are not as large or of the uniform high quality as those of Woburn. Many growers prefer it because of its much higher production and its earlier flowering.

\$5.00 per 100 \$40.00 per 1000



A view of one of our 15 greenhouses taken in July after having just been planted with the same quality plants we sell to you.



This is our entire force. Every one of our regular employees has been with us at least five years, and many of them have been with us twenty years or longer. Every one of them is skilled in his particular work.

DARK PINK VARIETIES

PARAGON. A lovely, vivid deep pink seedling introduced last year. The color is slightly deeper than that of My Love, but is more uniform throughout the season and has less tendency to fade than have most present day deep pinks. When handled properly, it is the best quality deep pink grown today. The flower has the same form as My Love, with high, full center, symmetrically formed and with serrated petals. The stem is long and strong, splitting is very slight and keeping qualities are unsurpassed. The plants are larger and heavier than those of My Love, without the grassy growth of the later variety. When planted by the middle of July and topped properly, PARAGON will outproduce either My Love or Ward. We have replaced all of our My Love with PARAGON, and our planting of deep pink is 75% in this variety. (*Cultural suggestions sent with each order.*)

\$12.00 per 100 \$100.00 per 1000

DICHLING. One of the better English varieties. It is a rich, luminous cerise, rounded in form and of good size. The petals are smooth. The plants are bushy and free with fine long stems. It is a good producer and keeper

\$7.00 per 100 \$60.00 per 1000

KATHRYN. Very similar in form and color to Dichling, but plants are bushier and production is heavier. We have carefully selected our plants of this variety, and now have a fine strain. Stems are long and wiry and the calyces are firm. This variety originated in Denver. It is superior in many ways to My Love or Ward

\$6.00 per 100 \$50.00 per 1000

NEW DEAL WARD. A selected and improved Boston Ward. The color is very slightly deeper than that of Boston Ward, and the plants are more vigorous. Otherwise the characteristics are those of Boston Ward. This is the only Ward variety that we are now growing. It is a more satisfactory variety than Boston Ward, and is an important commercial carnation.

\$5.00 per 100 \$40.00 per 1000

PINK TREASURE. (Patented by Baur-Steinkamp) This is a medium pink, much lighter in color than My Love or Paragon. It resembles Patrician in form and substance, but has a longer stem and firmer calyx. The blooms are full and rounded with fringed petals. This is a very popular color and a variety we do not hesitate to recommend. (Patent agreements must be signed.)

\$20.00 per 100 \$150.00 per 1000

YORK BEAUTY. (Patented by Chas. Schaefer) This is a color very similar to Pink Treasure. The bloom is a little larger than that of Pink Treasure and the form is shaggier and less rounded. The plants are upright and vigorous, having long stems and good calyces. They are free flowering and the blooms are good keepers. (Patent agreements must be signed.)

\$15.00 per 100 \$125.00 per 1000

YELLOW VARIETIES

MAINE SUNSHINE. The only clear yellow carnation which has been adequately tested and is widely grown today. The flowers are large and full with very slightly fringed petals. Production is high, and blooms keep and ship to perfection.

\$6.00 per 100 \$50.00 per 1000

GOLDEN WONDER. This is unquestionably the best of the yellow variegated varieties. The flowers are large and full with very slightly fringed petals. The color is sulphur yellow with pink pencilings. May be used as a clear yellow early in the season. Production is high and keeping qualities excellent. Stem is of medium length.

\$6.00 per 100 \$50.00 per 1000

YELLOW GOLD. (Patented by Baur-Steinkamp.) This is a new clear yellow which looks very promising, but which we have not tested sufficiently as yet to be certain of. The color is a trifle lighter than Maine Sunshine. The blooms are average size, are rounded and full and have fringed petals. The stem is a definite improvement upon Maine Sunshine, and the calyx appears firm. The plants are vigorous and healthy and give promise of good production. The flowers are fine keepers. (Patent agreements must be signed.)

\$20.00 per 100 \$150.00 per 1000

RED VARIETIES

BARBARA FARR. A sport of Spectrum Supreme. Is a little lighter in color, but has a stronger stem, is more prolific and does not split as badly. During much of the season, the color is hardly distinguishable from that of Spectrum Supreme, and we consider it a definite improvement upon this later variety. Records of an entire season show that this variety has produced as high as 47.7 blooms per square foot of bench with only 6% split blooms.

\$12.00 per 100 \$100.00 per 1000

LUXURY. A new scarlet introduced last year. The growth is heavier, the stem stiffer and the calyx firmer than on any other present day red variety. The stem is long and strong, the calyx never splits, the plants are clean and vigorous and production is high. The color is a trifle lighter than that of Spectrum Supreme. The flowers are very symmetrical and the petals are fringed. They are of medium size. This is not a show quality bloom, but is an excellent commercial variety. In the Spring, it is the best of the present day reds. (*Cultural suggestions sent with each order.*)

\$12.00 per 100 \$100.00 per 1000

SPECTRUM SUPREME. This is still the most widely grown commercial red. It is a heavy producer, the color is fine, the size is good and the keeping qualities superb. The plants are large and vigorous. The stem is long, but at times is inclined to be weak.

\$6.00 per 100 \$50.00 per 1000

WILDFIRE. A true scarlet, similar in form and color to Spectrum Supreme, but a trifle smaller. Preferred by many growers to any other red. It is a good producer and the flowers keep well.

\$6.00 per 100 \$50.00 per 1000

KING CARDINAL. (Patented by Baur-Steinkamp) This variety has the loveliest coloring of any existing red variety, and during mid-winter is unsurpassed in any respect by other reds. The bloom is large and rounded with almost smooth petals. It is not very full centered, but is a good keeper and an excellent producer. Will bring premium prices on any market. The plants are large, the foliage broad and the growth vigorous and clean. (Patent agreements must be signed.)

\$12.00 per 100 \$100.00 per 1000

NOVELTY VARIETIES

BARBARA BRIGHAM. We consider this to be the most beautiful of all the novelty carnations. It is a sport of Golden Wonder. The petals are of light apricot with pink pencilings. The form, size and habits of growth are the same as those of Golden Wonder. This variety combines perfectly with other flowers in floral work, and is very popular with the retail florist. It is an excellent keeper.

\$7.00 per 100 \$60.00 per 1000

DELICACY. A new white variegated introduced last year. It is very symmetrical and has a high, very full center. The flower is from 3 to 3½ inches across, and has fringed petals. The color is pure white with dark pink pencilings. It is unique in form and color. The plants are bushy and low, very vigorous and very free. The stem is of medium length and is strong and straight. The flowers are splendid keepers. (*Cultural suggestions sent with each order.*)

\$12.00 per 100 \$100.00 per 1000

PELARGONIUM. Most charming and most profitable of the English novelty carnations. The color is a white ground, overlaid on each petal with crimson maroon, creating a replica of the old Pelargonium. It is a lovely color and is very popular. The bloom is large and of good substance. The plants are tall, the stem is good and the calyx is firm.

\$15.00 per 100 \$125.00 per 1000

NOVELTIES (Continued)

DIMITY. Another fine English novelty. The petals are white with deep claret pencilings. The plants are bushy and tall, the stem is long and stiff, the calyx very rarely splits, and the habits of growth are excellent. It is a good producer. The flowers are large, rounded and full, with fringed petals. We like this variety very much.

\$6.00 per 100 \$50.00 per 1000

SAGAMORE. This novelty is unique in its coloring. The petals are a bright orange, fringed and tipped with red. We know of no other variety of this same color. The well-formed flowers of medium size are borne on long, stiff stems. The calyx never bursts. Production is high. Keeping and shipping qualities are fine. The plants are large and healthy. This variety has been extremely popular with the retailers.

\$6.00 per 100 \$50.00 per 1000

NEW VARIETIES FOR DECEMBER 1939

DARK PINK VIRGINIA. This is our own rose pink sport of Virginia, sporting from the original stock purchased from the Hingham Gardens. Has exactly the same form and characteristics as the parent plant, but its color is much deeper, coming in the color class of Pink Treasure and York Beauty. It is definitely not the Ward or My Love shade.

DARK PINK MAYTIME. A beautiful lively cerise sport of Maytime, identical to Maytime in every respect except color. One of the loveliest shades of deep pink we have seen in any carnation.

WHITE MAYTIME. A pure white sport of Maytime, identical to Maytime in every respect except color.

SNOW WHITE. A giant pure white seedling reaching four and five inches across. Blooms are very full and high centered. We believe that it is the largest and finest white carnation ever offered. Although it is decidedly of show quality, production is better than average, making it a very profitable variety. Stems are long and strong, the calyx does not need banding, in spite of the enormous bloom. It keeps perfectly. The petals are slightly fringed. The bloom is not shaggy, but is well rounded and is of beautiful form.

No. 12 LIGHT PINK. An enormous, delicately shaded shell pink, about the same color as Maytime. In size, form and growing habits it is very similar to SNOW WHITE, described above. We do not believe that anything like it has ever been offered in this color.

ALL OF THE ABOVE VARIETIES \$15.00 per 100 \$125.00 per 1000
Orders are being taken now for 1939 delivery.

GUARANTEE

Every cutting sold by us is carefully selected from clean, vigorous plants by specially trained men. These cuttings are all treated with Potassium Permanganate, then rooted cool and slow in clean, government inspected sand which is also treated with permanganate. No sand is used for more than one lot of cuttings. We cannot, of course, guarantee results, but we do guarantee that every cutting you buy from us will be a well-formed cutting of good size, healthy, well-rooted, expertly packed and satisfactory in every way. We positively guarantee to replace without hesitation any cuttings which fail to meet with your approval.

TERMS

PRICES in this booklet are for the trade only. Prices to private estates and others outside the trade will be 20% additional.

TWO HUNDRED FIFTY CUTTINGS, or more, *of any one variety*, are billed at the 1000 rate. Fewer than 250 of one variety will be billed at the 100 rate.

SMALL ORDERS are welcomed, but prices on all orders for 50 or less of any one variety will be 20% more than the cost per cutting at the 100 rate.

SPECIAL RATES may be obtained on orders for more than 2000 cuttings.

DISCOUNTS. We allow a 5% discount if cash accompanies the order. A discount of 2% is allowed if payment is made within ten days of the date of shipment.

PAYMENTS must be made on the first of the month following the date of invoice unless special terms have been arranged.

CREDIT will gladly be extended to worthy greenhouse operators. If you require more than thirty days in which to make payment, arrangements should be made with us previous to shipment. Unless previous arrangements have been made, accounts will be placed for collection at the end of sixty days.

CLAIMS must be made in writing to us within 24 hours after receipt of shipment, or stock must be returned to us within that same period of time. We are not responsible for damage to stock in transit. If stock is frozen, crushed or otherwise damaged in transit, claim should be brought against the transportation company. If you think that our stock is not as it should be, let us know at once. Do not experiment with it and later advise us that it was not satisfactory. No claims will be entertained unless the stock is returned immediately, or unless complaints are mailed to us within 24 hours after the shipment has been received.

CARRIAGE AND PACKING. No charge is made for packing, but carriage charges are paid for by the purchaser in all cases.

SHIPMENTS will be made by Railway Express except in the case of European orders or unless we are otherwise instructed. In most cases, this is the most economical and satisfactory method of shipping.

FOREIGN ORDERS must be accompanied by cash with allowances for carriage charges and differences in exchange. Foreign orders should be paid for with International Money Orders or drafts on a U. S. bank. Differences in exchange and the cost of cashing foreign checks often amount to a considerable sum. If special permits are necessary, these should be secured and forwarded to us with the order. We have shipped plants successfully to all parts of the world, but very often delays and expense may be avoided by a word of advice from a purchaser regarding customs requirements, best routes, etc. The average cost for parcel post and insurance on orders going to Europe is about \$1.75 per 100 cuttings.

BEETLE CERTIFICATES will be issued whenever they are requested. We are a CLASS 1 establishment, and are authorized to issue certificates. These will be issued only when requested **PREVIOUS TO SHIPMENT**. We are not allowed to mail them after shipment has been made.

NOTICES will be mailed you upon receipt of your order if we are unable to make immediate shipment. If we can fill your order within one week of its receipt, no notice will be sent you. Invoices are mailed the day that shipment is made, therefore no additional notice is necessary.

IMPORTANT. Address all communications, send orders and make checks payable to the SIM CARNATION CO., INC., Saugus, Mass.

MEMBERS OF
New England Carnation Growers Ass'n.
American Carnation Society
Massachusetts Horticultural Society
Florists Credit Ass'n., Inc.
S. A. F. & O. H.